AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claim 1 (Currently Amended): A method for conducting, augmenting or any combination thereof at least one convention, trade show, display ad network or any combination thereof on the Internet, by facilitating the exchange between at least one meeting planner client, administrator, exhibitor, sponsor or any combination thereof and at least one attendee client, site visitor, user or any combination thereof, the method comprising the steps of:

a. receiving, from the at least one meeting planner client, administrator, exhibitor, sponsor or any combination thereof with a web browser computer, and electronically storing in at least one convention venue database[[s]] at a central website server for providing central website server system processing, at least one convention activity policy, display ad placement order, display ad keyword or any combination thereof and convention, display ad or any combination thereof content information for the at least one convention, trade show, display ad network or any combination thereof;

b. processing at the central website server by virtual convention website program instructions using the at least one convention activity policy, display ad placement order, display ad keyword or any combination thereof to differentiate the navigational flow and use of the convention, display ad or any combination thereof content information among an array of convention, display ad or any combination thereof activity;

[[b]] c. after performing the processing of step b, receiving, from the at least one attendee client, site visitor, user or any combination thereof with a web browser computer at the central website server, a selection for convention, display ad or any combination thereof content information of the at least one convention, trade show, display ad network or any combination thereof; and

c. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to determine participation in convention activity and use of the convention content information in a virtual convention venue, a physical convention venue or any combination thereof;

~~d. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate the navigational flow and use of the convention content information among an array of convention activity; and~~

[[e]] <u>d</u>. releasing from the central website server to the at least one attendee client<u>, site visitor, user or any combination thereof</u> the selected convention<u>, display ad or any combination thereof</u> content information.

Claim 2 (Currently Amended):   The method according to claim 1 wherein the at least one meeting planner client<u>, administrator, exhibitor, sponsor or any combination thereof</u> with a web browser computer is a plurality of meeting planner clients<u>, administrators, exhibitors, sponsors or any combination thereof</u> with web browser computers.

Claim 3 (Currently Amended):   The method according to claim 1 wherein the at least one attendee client<u>, site visitor, user or any combination thereof,</u> with a web browser computer is a plurality of attendee clients<u>, site visitors, users or any combination thereof,</u> with web browser computers.

Claim 4 (Currently Amended):   The method according to claim 1 wherein the convention<u>, display ad or any combination thereof</u> content information is cyber-based.

Claim 5 (Currently Amended):   The method according to claim 1 wherein the convention<u>, display ad or any combination thereof</u> content information is one of cyber-based or venue-based.

Claim 6 (Currently Amended):   The method according to claim 1 wherein the at least one convention<u>, trade show, display ad network or any combination thereof</u> is a plurality of conventions<u>, trade shows, display ad networks or any combination thereof</u>.

Claim 7 (Currently Amended): The method according to claim 1 further comprising, prior to step [[b]] c[[)]], the steps of receiving at the central website server a search request from the attendee client, site visitor, user or any combination thereof, for certain convention, display ad or any combination thereof content information and releasing to the attendee client, site visitor, user or any combination thereof, information satisfying the search request.

Claim 8 (Currently Amended): The method according to claim 1 further comprising, prior to step [[c]] d[[)]], the steps of receiving at the central website server from the attendee client, site visitor, user or any combination thereof, information necessary to register for the convention, trade show, display ad network or any combination thereof.

Claim 9 (Currently Amended): The method according to claim 1 further comprising the step of using attendee client, site visitor, user or any combination thereof, information to alert attendee clients, site visitors, users or any combination thereof, of future conventions, trade shows, display ad networks or any combination thereof that may be of interest to them.

Claim 10 (Currently Amended): The method according to claim 1 further comprising the step of receiving, from at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof, at the website server, convention, trade show, display ad network or any combination thereof search, selection and registration information for at least one convention, trade show, display ad network or any combination thereof.

Claim 11 (Previously Presented): The method according to claim 10 wherein the at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof is a plurality of exhibitor clients with web browser computers, sponsor clients with web browser computers or any combination thereof.

Claim 12 (Currently Amended): The method according to claim 10 further comprising the step of storing cross-referencing fields from the convention, display ad

or any combination thereof content information in a relational database to allow an unlimited number of exhibitor clients, sponsor clients or any combination thereof.

Claim 13 (Currently Amended): The method according to claim 1 further comprising the step of receiving at the central website server from the meeting planner client, administrator, exhibitor, sponsor or any combination thereof session content information.

Claim 14 (Currently Amended): The method according to claim 1 further comprising the steps of receiving at the central website server a request for certain ~~client~~ session content information from the attendee client, site visitor, user or any combination thereof, ~~for~~ and releasing to the attendee client, site visitor, user or any combination thereof, information satisfying the search request.

Claim 15 (Original): The method according to claim 14 wherein the session content information is cyber-based.

Claim 16 (Currently Amended): The method according to claim 14 wherein the session content information is ~~one of cyber-based and~~ venue-based.

Claim 17 (Currently Amended): The method according to claim 14 further comprising the step of providing attendee client, site visitor, user or any combination thereof, participation in the session.

Claim 18 (Currently Amended): The method according to claim 1 further comprising the step of receiving at the central website server a search request from the attendee client, site visitor, user or any combination thereof, for session information and releasing to the attendee client, site visitor, user or any combination thereof, such information.

Claim 19 (Currently Amended): The method according to claim 1 further comprising the step of receiving at the central website server from the attendee client, site visitor, user or any combination thereof, information necessary to register for the session.

Claim 20 (Currently Amended): The method according to claim 1 further comprising the step of receiving, from at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof, at the website server, exhibit, display ad or any combination thereof content information including exhibit booth, display ad or any combination thereof design and content.

Claim 21 (Currently Amended): The method according to claim 20 wherein the exhibit, display ad or any combination thereof content information is cyber-based.

Claim 22 (Currently Amended): The method according to claim 20 wherein the exhibit, display ad or any combination thereof content information is one of cyber-based and venue-based.

Claim 23 (Currently Amended): The method according to claim 20 further comprising the step of receiving at the central website server from the attendee client, site visitor, user or any combination thereof, an exhibit booth, display ad or any combination thereof selection.

Claim 24 (Currently Amended): The method according to claim 23 further comprising the step of releasing to the attendee client, site visitor, user or any combination thereof, exhibit booth, display ad or any combination thereof design and content.

Claim 25 (Currently Amended): The method according to claim 23 further comprising the step of receiving at the central website server from the attendee client, site visitor, user or any combination thereof, information necessary to register for the exhibit booth, display ad or any combination thereof selection.

Claim 26 (Currently Amended): The method according to claim 20 further comprising the step of receiving at the central website server from the attendee client, site visitor, user or any combination thereof, a search request for certain exhibit booth design

and content and releasing to the attendee client, site visitor, user or any combination thereof, information satisfying the search.

Claim 27 (Previously Presented): The method according to claim 20 wherein the at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof is a plurality of exhibitor clients with web browser computers, sponsor clients with web browser computers or any combination thereof.

Claim 28 (Currently Amended): The method according to claim 1 further comprising the step of receiving at the central website server from the meeting planner, administrator, exhibitor, sponsor or any combination thereof paper presentation content information.

Claim 29 (Original): The method according to claim 28 wherein the paper presentation content information is cyber-based.

Claim 30 (Currently Amended): The method according to claim 28 wherein the paper presentation content information is one of either cyber-based or venue-based.

Claim 31 (Currently Amended): The method according to claim 28 further comprising the step of releasing to the attendee client, site visitor, user or any combination thereof, paper presentation content information.

Claim 32 (Currently Amended): The method according to claim 1 further comprising the step of receiving at the central website server from the meeting planner, administrator, exhibitor, sponsor or any combination thereof meeting proceedings content information.

Claim 33 (Original): The method according to claim 32 wherein the meeting proceedings content information is cyber-based.

Claim 34 (Currently Amended): The method according to claim 32 wherein the meeting proceedings content information is ~~one of cyber-based and~~ venue-based.

Claim 35 (Currently Amended): The method according to claim 32 further comprising the step of releasing to the attendee client, <u>site visitor, user or any combination thereof,</u> meeting proceedings content information.

Claim 36 (Currently Amended): The method according to claim 1 further comprising the step of receiving at the central website server from the meeting planner, <u>administrator, exhibitor, sponsor or any combination thereof</u> cyber broadcast content information.

Claim 37 (Currently Amended): The method according to claim 36 further comprising the step of releasing to the attendee client, <u>site visitor, user or any combination thereof,</u> cyber broadcast content information.

Claim 38 (Previously Presented): The method according to claim 1 wherein the convention content information is convention and visitor bureau content information.

Claim 39 (Currently Amended): A method for conducting, augmenting or any combination thereof at least one convention, <u>trade show, display ad network or any combination thereof</u> on the Internet, by facilitating the exchange between at least one meeting planner client, <u>administrator, exhibitor, sponsor or any combination thereof</u> and at least one attendee client, <u>site visitor, user or any combination thereof,</u> the method comprising the steps of:

    a.   receiving, from the at least one meeting planner client, <u>administrator, exhibitor, sponsor or any combination thereof</u> with a web browser computer, and electronically storing in <u>at least one</u> convention venue database[[s]] at a central website server for providing central website server system processing, at least one convention activity policy, <u>display ad placement order, display ad keyword or any combination thereof</u> and

convention , display ad or any combination thereof content information for the at least one convention, trade show, display ad network or any combination thereof;

        b.   processing at the central website server by the virtual convention venue website program instructions using the at least one convention activity policy, display ad placement order, display ad keyword or any combination thereof and the convention, display ad or any combination thereof content information to build, design, load, control or any combination thereof at least one Internet advertising ad display for the at least one convention, trade show, display ad network or any combination thereof;

        [[b]] c. after performing the processing of step b, receiving, from the at least one attendee client, site visitor, user or any combination thereof with a web browser computer at the central website server, a selection for convention, display ad or any combination thereof content information of the at least one convention, trade show, display ad network or any combination thereof; and

        c. receiving at the central website server from the attendee client information necessary to register for the convention;

        d. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to determine participation in convention activity and use of the convention content information in a virtual convention venue, a physical convention venue or any combination thereof;

        e. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate the navigational flow and use of the convention content information among an array of convention activity; and

        [[f]] d. releasing from the central website server to the at least one attendee client, site visitor, user or any combination thereof, the selected convention content information at least one Internet advertising ad display.

        Claim 40 (Currently Amended): A system for conducting, augmenting or any combination thereof at least one convention, trade show, display ad network or any combination thereof on the Internet, by facilitating the exchange between at least one meeting planner client, administrator, exhibitor, sponsor or any combination thereof and at least one attendee client, site visitor, user or any combination thereof, the system comprising:

a. means for receiving, from the at least one meeting planner client, administrator, exhibitor, sponsor or any combination thereof with a web browser computer, and electronically storing in at least one convention venue database[[s]] at a central website server for providing central website server system processing, at least one convention activity policy, display ad placement order, display ad keyword or any combination thereof and convention, display ad or any combination thereof content information for the at least one convention, trade show, display ad network or any combination thereof;

b. means for processing at the central website server by virtual convention website program instructions using the at least one convention activity policy, display ad placement order, display ad keyword or any combination thereof to differentiate the navigational flow and use of the convention, display ad or any combination thereof content information among an array of convention, display ad or any combination thereof activity;

[[b]] c. means for receiving, from the at least one attendee client, site visitor, user or any combination thereof with a web browser computer at the central website server, a selection for convention, display ad or any combination thereof content information of the at least one convention, trade show, display ad network or any combination thereof; and

~~c. means for processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to determine participation in convention activity and use of the convention content information in a virtual convention venue, a physical convention venue or any combination thereof;~~

~~d. means for processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate the navigational flow and use of the convention content information among an array of convention activity; and~~

[[e]] d. means for releasing from the central website server to the at least one attendee client, site visitor, user or any combination thereof the selected convention, display ad or any combination thereof content information.

Claim 41 (Currently Amended):   The system according to claim 40 further comprising ~~the~~ means for receiving, from at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof, at the

website server convention, trade show, display ad network or any combination thereof search, selection, and registration information for at least one convention, trade show, display ad network or any combination thereof.

Claims 42-43 (Cancelled)

Claim 44 (New): The method according to claim 39 further comprising the step of tracking in the at least one virtual convention venue database measurements concerning the attendee client, site visitor, user or any combination thereof, visits at the at least one Internet advertising ad display.

Claim 45 (New): A system for conducting, augmenting or any combination thereof at least one convention, trade show, display ad network or any combination thereof on the Internet, by facilitating the exchange between at least one meeting planner client, administrator, exhibitor, sponsor or any combination thereof and at least one attendee client, site visitor, user or any combination thereof, the system comprising the steps of:

a. means for receiving, from the at least one meeting planner client, administrator, exhibitor, sponsor or any combination thereof with a web browser computer, and electronically storing in at least one convention venue database at a central website server for providing central website server system processing, at least one convention activity policy, display ad placement order, display ad keyword or any combination thereof and convention , display ad or any combination thereof content information for the at least one convention, trade show, display ad network or any combination thereof;

b. means for processing at the central website server by the virtual convention venue website program instructions using the at least one convention activity policy, display ad placement order, display ad keyword or any combination thereof and the convention, display ad or any combination thereof content information to build, design, load, control or any combination thereof at least one Internet advertising ad display for the at least one convention, trade show, display ad network or any combination thereof;

c. means for receiving, from the at least one attendee client, site visitor, user or any combination thereof with a web browser computer at the central website server, a

selection for convention, display ad or any combination thereof content information of the at least one convention, trade show, display ad network or any combination thereof; and

        d.   means for releasing from the central website server to the at least one attendee client, site visitor, user or any combination thereof, the at least one Internet advertising ad display.